

# Andreea-Angela Șeulean

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## WORK EXPERIENCE

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### Specialist as invited associate teaching staff – University lecturer

*Babeș-Bolyai University – Faculty of Business* [ 10/2023 – Current ]

Address: 7 Horea Street, 400174 Cluj-Napoca (Romania)

Website: <https://tbs.ubbcluj.ro/>

Name of unit or department: Hospitality Services - **Business or sector:** Education

Operationalization of scientific research activities

Operationalization of didactic teaching and seminar activities related to certain subjects of study within the undergraduate and graduate study programs, in Romanian and English

Academic year 2023–2024

- Leadership (Teaching and seminars – Undergraduate studies)
- Human Resource Management (Teaching and seminars – Undergraduate studies)
- Marketing Research (Seminars – Undergraduate studies)
- International Tourism Operations (Seminars – Undergraduate studies)
- Strategic Human Resource Management (Teaching and seminars – Graduate studies)
- International Human Resource Management (Teaching and seminars – Graduate studies)

### University teaching assistant, PhD

*Babeș-Bolyai University – Faculty of Business* [ 10/2022 – 09/2023 ]

Address: 7 Horea Street, 400174 Cluj-Napoca (Romania)

Website: [tbs.ubbcluj.ro](http://tbs.ubbcluj.ro)

Name of unit or department: Hospitality Services - **Business or sector:** Education

Operationalization of scientific research activities

Operationalization of didactic teaching and seminar activities related to certain subjects of study within within the undergraduate and graduate study programs, in Romanian

Academic year 2022–2023

- Leadership (Seminars – Undergraduate studies)
- Human Resource Management (Teaching and seminars – Undergraduate studies)
- Strategic Human Resource Management (Teaching and seminars – Graduate studies)

### University teaching assistant, PhD

*The Bucharest University of Economic Studies – Faculty of Marketing* [ 10/2015 – 06/2019 ]

Address: 6 Romană Square, 010374 Bucharest, 1st District (Romania)

Website: [mk.ase.ro](http://mk.ase.ro)

Name of unit or department: Marketing - **Business or sector:** Education

Operationalization of scientific research activities

Operationalization of didactic seminar activities related to certain subjects of study within the undergraduate study programs, in Romanian and English

Academic year 2018–2019

- Marketing Communication
- Scientific Research Methodology: An Introduction

- Cultural Marketing

Academic year 2017–2018

- Marketing Communication
- Scientific Research Methodology: An Introduction
- Cultural Marketing

Academic year 2016–2017

- Scientific Research Methodology: An Introduction
- Public Relations

Academic year 2015–2016

- Scientific Research Methodology: An Introduction
- Marketing

### **University teaching assistant, PhD candidate**

***The Bucharest University of Economic Studies – Faculty of Marketing*** [ 02/2012 – 01/2015 ]

**Address:** 6 Romană Square, 010374 Bucharest, 1st District (Romania)

**Website:** [mk.ase.ro](http://mk.ase.ro)

**Name of unit or department:** Marketing - **Business or sector:** Education

Operationalization of scientific research activities

Operationalization of didactic seminar activities related to certain subjects of study within the undergraduate study programs, in Romanian

Academic year 2014–2015

- Scientific research methodology: An Introduction

Academic year 2013–2014

- Scientific research methodology: An Introduction

Academic year 2012–2013

- Scientific research methodology: An Introduction
- Marketing
- Social and Political Marketing

Academic year 2011–2012

- Marketing
- Social and Political Marketing

### **Research assistant**

***University Politehnica of Bucharest – Faculty of Automatic Control and Computer Science*** [ 03/2013 – 12/2013 ]

**Address:** 313 Splaiul Independenței, 060042 Bucharest, 6th District (Romania)

**Website:** [3d.pub.ro/project/fcint.html](http://3d.pub.ro/project/fcint.html)

**Name of unit or department:** Computer Science and Engineering - **Business or sector:** Education

Proposal of methods and means of disseminating research results in the field of intelligent buildings and service-based systems

Project financed through European Structural and Investment Funds

'Ontology-based Service Composition Framework for Syndicating Building intelligence – FCINT' (ID 551)

Project Director – Tiberiu Popescu, EngD

### **Communication and Public Relations Specialist (Intern)**

**Patronage of Entrepreneurs with Disabilities** [ 05/2012 – 07/2012 ]

Address: 63 Polonă Street, 010493 Bucharest, 1st District (Romania)

Website: [pid.org.ro](http://pid.org.ro)

Business or sector: Human health and social work activities

Operationalization of organizational communication activities with potential partner entities with activity in member states of the European Union

NGO – Representation of business and professional interests/ Economic and social development/ Social services/ Defense of rights and promotion of citizens' interests/ Instruction, education, research/ International cooperation

### **Marketing Specialist (Intern)**

**Ovidiu Ro Association** [ 02/2011 – 05/2011 ]

Address: 4 Dr. Dumitru Răureanu Street, 050048 Bucharest, 5th District (Romania)

Website: [ovid.ro](http://ovid.ro)

Business or sector: Human health and social work activities

Contribution to organizational communication activities

NGO – Instruction, education, research/ Social services/ Economic and social development/ Defense of rights and promotion of citizen interests

## **EDUCATION AND TRAINING**

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### **Doctoral degree – Doctor of Philosophy in Marketing**

**The Bucharest University of Economic Studies – Institute of Doctoral Studies** [ 10/2011 – 09/2015 ]

Address: 11 Tache D. Ionescu Street, 010352 Bucharest, 1st District (Romania)

Website: <https://doctorat.ase.ro/>

Field(s) of study: Marketing

Final grade: Magna cum laude

Thesis: 'Strategies and Tactics Subsequent to Fundraising Planning in Nonprofit Organizations' | Scientific coordinator – Professor Răzvan Zaharia, PhD

### **Master's Degree – Master in Marketing Management**

**The Bucharest University of Economic Studies – Faculty of Marketing** [ 10/2009 – 06/2011 ]

Address: 6 Romană Square, 010374 Bucharest, 1st District (Romania)

Website: [mk.ase.ro](http://mk.ase.ro)

Field(s) of study: Marketing Management

Final grade: 10,00 (10 out of 10 – Maximum degree)

Thesis: 'The Operationalization of Integrated Marketing Communication within Nonprofit Organizations' | Case study – 'School Makes You Big' Public Awareness Campaign – 2011 Edition (Ovidiu Ro Association) | Scientific coordinator – Associate Professor Ioana Cecilia Popescu, PhD

### **Bachelor's Degree – Bachelor of Economic Sciences in Marketing**

**The Bucharest University of Economic Studies – Faculty of Marketing** [ 10/2006 – 07/2009 ]

Address: 6 Romană Square, 010374 Bucharest, 1st District (Romania)

Website: [mk.ase.ro](http://mk.ase.ro)

Field(s) of study: Marketing

Final grade: 10,00 (10 out of 10 – Maximum degree)

Thesis: 'The Role of Event Communication in Social Marketing' | Case study – 'Childrens' Carnival' Event – 2008 Edition (Save the Children Romania Organization) | Scientific coordinator – Associate Professor Ioana Cecilia Popescu, PhD

## Baccalaureate diploma

'Alexandru Papiu Ilarian' National College [ 09/2002 – 06/2006 ]

Address: 12 Bernady György, 540072 Târgu Mureş (Romania)

Website: [papiu.ro](http://papiu.ro)

Field(s) of study: Theoretical stream, Real profile, Intensive computer science specialization

Final grade: 9,52 (NOUĂ 52%)/ (9.52 out of 10.00)

Thesis: Exam subjects – Romanian language and literature (oral and written), French (oral), Mathematics, Chemistry, Economics

## LANGUAGE SKILLS

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Mother tongue(s): **Romanian**

Other language(s):

### English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

### French

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

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Microsoft Windows / Applications integrated in the Microsoft 365 Package / Internet / IBM® SPSS® Statistics

## NETWORKS AND MEMBERSHIPS

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### Centre for Research and Entrepreneurship in Tourism and Hospitality (CRETH)

[ Cluj-Napoca, 04/2023 ]

Member

Link: <https://tbs.ubbcluj.ro/cecato/>

## DRIVING LICENCE

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Driving Licence: B 27/11/2020 – 27/11/2030

## HONOURS AND AWARDS

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### Study-based scholarship (University Doctoral Studies)

The Bucharest University of Economic Studies

Project number: POSDRU/159/1.5/S/138907

Project title: 'Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields – EXCELIS'

Timeframe: June 2014 – May 2015

### Study-based scholarship (University Doctoral Studies)

The Bucharest University of Economic Studies

Timeframe: October 2011 – May 2014

### 'Volunteer of the Year' Award offered by Ovidiu Ro Association for the involvement in 'Every Child in Kindergarten' Program

Ovidiu Ro Association [ 12/01/2012 ]

Timeframe: February 2011 – May 2011

### **Study-based Scholarship (Master's studies)**

The Bucharest University of Economic Studies

Timeframe: Academic years 2009–2010 (1st Semester) and 2010–2011 (1st Semester)

### **Study-based Scholarship (Bachelor's studies)**

The Bucharest university of Economic Studies

Timeframe: Academic years 2007–2008 (1st Semester and 2nd Semester) and 2008–2009 (1st Semester)

## **VOLUNTEERING**

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### **'Our Big Day Out' Charitable Project – Sister Association**

[ Bucharest, 12/2017 ]

Involvement in the organization of the Charitable Project

### **'Every Child in Kindergarten' Program – OvidiuRo Association and Reality Check Association**

[ Castelu, Constanța, 05/2017 ]

Involvement in a particular recruitment activity of preschool children subsequent to the Program

### **'Halloween Charity Ball' Charitable Event – OvidiuRo Association**

[ Bucharest, 10/2014 ]

Involvement in the organization of the Charitable Event

### **4th Organisational Governance Conference – Bucharest, Romania | September 15-16, 2014**

[ Bucharest, 09/2014 ]

Involvement in the organization of the Conference as a Member of the Organizing Committee

### **'Swimathon' Charitable Event – Bucharest Community Foundation**

[ Bucharest, 07/2014 ]

Involvement in the organization of the Charitable Event

### **The Charitable Event on the occasion of International Children's Day – Hercules Association**

[ Costești, Argeș, 06/2014 ]

Involvement in the organization of the Charitable Event

### **2013 Competition for Partnerships in Priority Areas Program - Collaborative Projects of Applied Research Subprogram (PN-II-PT-PCCA-2013-4) integrated within the National Plan for Research-Development and Innovation 2007–2013**

[ Bucharest, 05/2013 – 06/2013 ]

Participation as a Member of the Project Team in the activity of drawing up the proposal corresponding to the 2013 Competition for Partnerships in Priority Areas Program

Proposal title – 'Marketing and Communication Strategies for Encouraging the Sustainable Development, Competitiveness and Consumers' Trust Regarding the Food Market by Interdisciplinary Research'

Project Director: Associate Professor Ioana Cecilia Popescu, PhD

Coordinating institution: The Bucharest University of Economic Studies

Proposal title – 'Responsibility and Community: Innovative IT Solution to Enterprises' Sustainable Networking and Involvement in the Community Life by Social Responsibility Projects'

Project Director: Professor Rodica Milena Zaharia, PhD

Coordinating institution: The Bucharest University of Economic Studies

Proposal title – 'Intelligent Personal Assistant for Disease Prevention and Health Promotion'

Project Director: Professor Luca Dan Șerbănați, EngD

Coordinating institution: University Politehnica of Bucharest

**1st International Conference on Social Responsibility, Ethics, and Sustainable Business – Bucharest, Romania | October 22-23, 2012**

[ Bucharest, 10/2012 ]

Involvement in the organization of the Conference as a Member of the Organizing Committee and of the Scientific Committee

**'Civic Vox' Project – IAA Young Professionals Romania**

[ Bucharest, 04/2012 ]

Involvement in activities related to the Project

**'Let's Do It, Romania! Event-Project – Viitorul în Zori Association**

[ Zărnești, Brașov, 09/2010 ]

Involvement in activities related to the Event-Project

**'Childrens' Carnival' Charitable Event – Save the Children Romania Organization**

[ Bucharest, 11/2008 – 12/2008 ]

Involvement in the organization of the Charitable Event

**COMPETENȚE LINGVISTICE – CERTIFICĂRI**

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**Cambridge ESOL Level 1 Certificate in ESOL International (Business English) – Grade B – Business English Certificate Vantage (Council of Europe Level B2)**

[ 01/2011 ]

**TEACHING CERTIFICATES**

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**Certificate of Completion – The pedagogical studies program – Second level (advanced) of Certification for the Teaching Profession (graduate students)**

[ 10/2009 – 06/2011 ]

The Bucharest University of Economic Studies – Teacher's Training Department

Project for the final assessment – 'The Economic Perspective on Education'

Scientific coordinator – Associate Professor Maria Liana Lăcătuș, PhD

**Certificate of Completion – The pedagogical studies program – First level (basic) of Certification for the Teaching Profession (unique specialization)**

[ 10/2006 – 07/2009 ]

The Bucharest University of Economic Studies – Teacher's Training Department

Project for the final assesment – 'Proposal of an Economic Sciences Program for the Optional Curriculum'

Scientific coordinator – Lecturer Monica Elisabeta Păduraru, PhD

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*I declare under my own responsibility that the information presented is in accordance with reality.*

*Cluj-Napoca, Cluj, Romania, 10/03/2024*